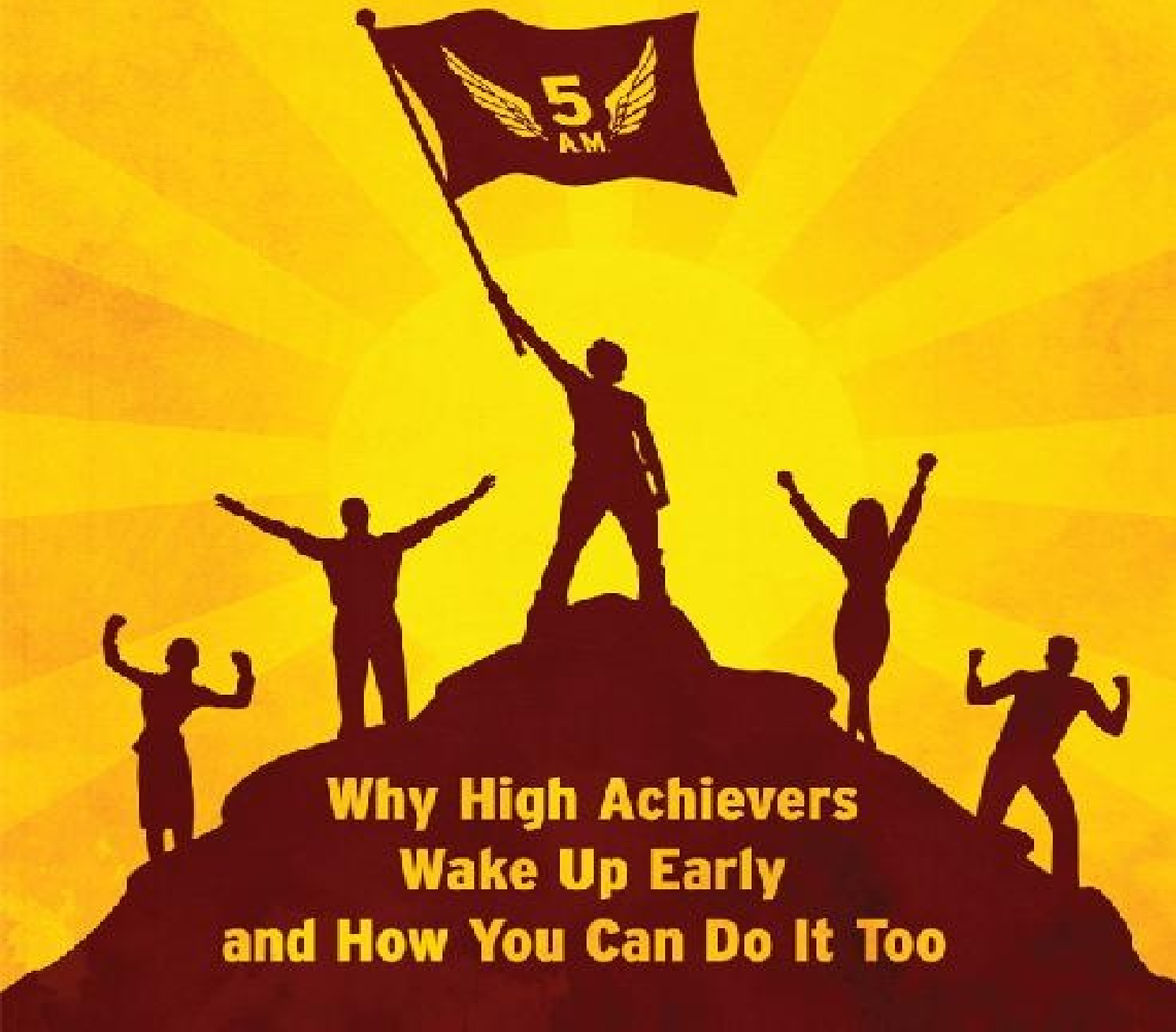
THE 5 A.M. REVOLUTION

Dan Luca



Why High Achievers Wake Up Early and How You Can Do It Too

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THE 5 A.M. REVOLUTION

Dan Luca is an expert coach, trainer and motivational speaker specializing in productivity and work–life balance for entrepreneurs and everyone who strives for a better way of life. He helps people create a lifestyle that balances family, health, hobbies, spirituality and business, so they can live their best life possible. He has created two online programmes, the 5 AM Productivity Coaching for entrepreneurs and the 5 AM Online Club for more than 1,000 early risers. Dan publishes strategies and systems that he has tested on more than thousands of his own coaching clients. Because of this extensive hands-on experience, he can vouch for his methods without blinking an eye.

The author is based in Romania. His other books include *The Dream Life Blueprint: Design and Live Your Crazy-Happy Life* and *Productivity SuperHero: Become the Most Organised and Disciplined Person You Know in 30 Days or Less* which are Kindle editions.

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Introduction

Hi!

My name is Dan Luca and I am going to guide you through this potentially life-changing journey.

I am an entrepreneur, a productivity expert, a work–life balance coach and a super-dad. For as long as I can remember, I've tried to get the most out of my life, my time and my effort. I went to great lengths, over a period of more than 18 years, to achieve the level of energy, clarity and confidence that I enjoy today.

I'll share my personal story in the next part, but before that let me tell you something.

First of all, congratulations for having the courage to make the first step in altering things towards a more fulfilling life and investing the time, energy and money to make it happen.

Secondly, I'll make sure that your journey through this course is gentle but steady as well as show you all the pieces and the ways to implement them so that this puzzle fits nicely together in the end.

Thirdly, all the things that are in this book (or course) are science based, client tested and time proven so that you get all the advantages of our research, but without the hassle of testing. Thousands of my clients are living proof that once you experience this change, you won't ever consider going back.

This programme is made up of four main parts and a bonus section. At each stage of the course, you will get all the necessary tools, templates and resources so that you can fully implement every bit of information.

The first part is about time-tested conditions and strategies you can use to achieve your best sleep possible. We'll cover all the aspects, starting with the bedroom and continuing with the evening routine, as well as techniques to make you fall asleep easier. All these and more will be duly covered.

The second part is about the morning ritual. This 10-step ritual came into existence after more than six years of fierce testing, trial and error, not to mention many 'a-ha' moments that more than a thousand clients of mine and I have experienced. You will get all the ins and outs regarding why you need to be high on energy, clarity and confidence from the first hour in the morning.

The third part is about waking up at 5 a.m. I'll give you 50 reasons to do just that. I'll teach you how to find a wake-up partner. I will also give you concrete steps to work on during the day so that you wake up more easily in the morning. All this and other fascinating stuff awaits you.

The fourth part is the 8-Week System that will take you from where you are and get you to a superhero schedule that includes all the strategies from the first three parts.

I won't talk about the bonus section now; I'll let you discover it on your own.

Now, in order to get the most out of this course and really make a change in your life, please follow these guidelines:

1. Before committing to changing any aspect of your life, please make sure that you study the entire course
2. After you have studied the three modules on Getting the Best Sleep, Practising the Morning Ritual and Waking up at 5 a.m., go straight to the 8-Week System and start implementing the actual schedule
3. Before starting the 8-Week System, make sure all of the external conditions are met:

    • The bedroom conditions
    • The evening routine conditions
    • The breakfast ingredients

You will get amazing results if you stick to the guidelines presented here. Otherwise, while you will still make significant changes, you'll not get the most out of this programme.

Now let me tell you how I came about creating this programme and why I am so passionate about these things.

Disclosure: I'm not getting any commission from introducing you to the devices or any other tools discussed in this programme.

My Story:
The Source of My Passion

For as long as I can remember, I have enjoyed helping people fulfil their potential and not leave all the goodness inside themselves to go to waste. In high school, I was the go-to person for little personal dramas. I always had a kind word and a strategy for my teenage friends. So, you could say that I was already a natural coach back then.

At the same time, I was passionate about flows, processes and all kinds of improvements that brought about greater efficiency. It was natural that I would go on and do a business management course at the university.

Back then, way before knowing what I wanted to do with my life, I made a promise to myself that if the management part would become my work, the people development part would remain a hobby.

For about 10 years this deal that I had struck with myself worked out pretty well and I explored a variety of positions, from being a Senior Buyer at a tech company to being a Financial Auditor in a Big 4 Auditing Company, to being a Project Manager at a Training Company, while at the same time keeping in touch with lots of different and interesting endeavours.

During that period, I witnessed and lived first-hand the 18-hour working days, a seven-days-a-week work schedule, as well as months on end of work without rest and recovery even for a single day. So, I know very well what excess looks like. I know very well how it feels to lose all your friends due to an extremely tough workload. I know how it feels to wake up in the middle of the night simply because the figures don’t balance on the spreadsheet.

This was one of the most important triggers that led me into the productivity field, but without the excesses and the imbalances. I knew great things could be

achieved without sacrificing health, relationships or selling one's soul.

After some extensive soul-searching, I realized that personal productivity could bring together my two lifetime passions: personal development and systems improvement.

It was once famously said that, the two most important days in your life are the day you are born, and the day you figure out why. So, every day I cherish the moment when I realized what my life is about.

I had great mentors in my life, but my dad is my hero without a shadow of doubt. And, while he was still alive, my grandfather was also a great role model.

My grandfather was a milkman and he used to get up at 4.30 a.m. to collect milk from the surrounding villages. So, he was an early riser.

On the other hand, my father was a design engineer but he worked the early shift and he would wake up at 5 a.m. so as to be at the factory by 6.30 a.m. So, he too was an early riser.

You might say that I have it in my genes, but actually it's not true, because they both HAD to wake up early to go to work and provide for their families. It was not by choice.

On the contrary, when I decided to wake up at 5 a.m. in October 2009, I didn't know anyone (personally) who had chosen to wake up early without being required to. My inspiration was Robin Sharma and his idea of the 5 a.m. Club. I had to hear and ponder over this idea of waking up early at least seven to eight times in a period of about four to five years before actually putting it into practice.

So, while it wasn't easy, I had a feeling that this shift in my lifestyle would start a domino effect that would change my life forever.

The timing of my decision was interesting too: we had just had our first son and I was working from home in the room next to where my wife and baby were. Needless to say, being so close (and presumably available), I was constantly asked to help with small stuff. My work was a mess as a result.

I then realized that the only chance I had to get any work done was to wake up earlier and work really hard before 8 a.m. when my wife and son would wake up and derail me from doing my work.

So, I started waking up at 5 a.m. and finishing more than 50 per cent of my daily schedule before 8 a.m.

I often say that 'If you don't have a choice…it's easy!'

Of course, in the initial stages of my early rising, while the baby was still small and I continued to work in that room, I was using the morning time purely for work. But, once I moved my work out of the house and started to study this way of living in more depth, I realized that this time could be better spent.

I discovered the fact that almost all great leaders in a wide range of fields wake up early in the morning. From Richard Branson to Tim Cook to Howard Schultz to Oprah Winfrey to Michael Phelps and Serena Williams, they all are early risers, mostly waking up before 6 a.m.

So, I asked myself, why? Why do all these great leaders wake up so early and not slumber in bed? They don't need to work in the morning to provide for their families.

The answer is because they want to be those people who set things in motion. They want to be proactive. They want to initiate things and make things happen. If you are asleep when your team is already up, you will be playing catch-up all day long. You will be on defence, not offence.

Yes, they wake up early every day because they all are very competitive, but this is only half the story.

A singer, before getting up on stage, warms up. An athlete, before starting a race, warms up. Any top professional, before performing in his field, warms up. The sole purpose for this is to be in peak condition. This happens when you hold yourself accountable to a very high standard. Consequently, high-performing standards deliver high-quality results.

In business, unfortunately, a lot of people are way too frequently off their best game due to a lack of proper preparation. They tend to warm up hours after the working day has started, and they eventually get into an okay state.

The alternative is to wake up earlier and put yourself in the best shape possible before starting your day. It's about making yourself strong first thing in the morning, before going out into the world. Be at your A level from the first hour of the day.

This is what I have been doing every morning for the last nine years and my life is light years ahead of what it used to be. I also started doing this same process with my clients. My productivity exploded and the productivity of my clients increased exponentially as well.

Next, I will teach you the three cornerstones for great health, incredible business results and amazing relationships.

These three things are:

- Getting the Best Sleep
- Practising the Morning Ritual
- Waking up at 5 a.m.

Talk to you soon in the first chapter.

5
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CHAPTER THREE

THE 5 A.M. REVOLUTION

I started waking up at 5 a.m. on 2 October 2009… almost by mistake and I'm still waking up at 5 a.m. to this day, and don't intend to stop anytime soon.

I've been a long-time fan of Robin Sharma's 5 a.m. Club and I came in contact with this idea at least seven to eight times before it clicked into place.

I was aware of this idea long before that because my grandpa was a milkman and used to wake up at 4 a.m. to deliver milk. My father was an engineer who worked the first shift from 6 a.m.

I'll give you my method of waking up (perfected in the last nine years), but the method without a reason is worthless.

So before the **HOW**, you will need a **WHY**.

My grandpa and my father were my original inspiration, but with a twist.

They HAD TO wake up…but I WANTED TO wake up.

It's a big difference in the sense that 'when you don't have a choice…it's easy'.

When you don't have a choice but to feed your kid; it's easy to go to work to put bread on the table.

When you are sick and have to take a medicine, it's easy; you will take it without hesitation.

When you don't have a choice but to pay your mortgage, it's easy to put aside that money.

It's way harder when you don't HAVE TO…but you CHOOSE TO.

You don't have to read daily.

You don't have to eat greens every day.

You don't have to exercise daily.

You don't have to set your priorities every day.

(You 'don't have to' in a sense that in most cases no immediate adverse reaction will occur.)

and not lastly…

You don't have to Wake up at 5 a.m.

(not unless you work the first shift, have a small child to feed or have a long commute to work.)

But if you choose to wake up at 5 a.m., you need a heck of a reason, because

otherwise it won't last.

So what was my reason for waking up so early?

Having more than 500 clients whom I have coached, almost ALL of our conversations came to this same bump in the road: 'I don't have time to practise, to eat, to read, to be with my kids, to clear my head…' and so on.

'I know they could be good for me, but I just can't find the time'.

Keep these two things in mind:

Nothing changes until you change.
—Jim Rohn

'You will not change until you allocate dedicated time to practice so that the changes can take place.' —This is mine

There are a few people who do find little time for themselves. And most of these people take personal time in the evenings after everyone is asleep so they don't get interrupted. Usually, this time is after 10 p.m. and it can go for up to two to three hours.

This approach has at least three major inconveniences:

1. **You are tired after a full day's work and your willpower is at its minimum** and it's hardest to implement new habits that require a lot of energy. (About 10 per cent of people are night owls, but most of us only think this is because he/she must have perpetuated bad habits from their early '20s.)
2. **You put yourself last.** I used to say that most people don't even get to play a small part in their own movie, let alone the leading role. You are at the bottom of the list and more times than not you are not even on your list altogether. This has a negative impact on your self-esteem because you fail to keep the promises you make to yourself.
3. **Your main focus is to finish the uncompleted tasks or projects and go to bed.** This is essentially a reactive energy that is looking to mainly 'land the plane'. But making personal changes require a different type of energy—a proactive one that is about 'taking off' and initiating new behaviour.

So if the evening time was not the answer…the morning time must be the right answer!

And indeed it was!

In the space of these two hours gained (5 a.m. to 7 a.m.), I was able to exercise, hydrate, breathe, meditate, read, plan, reflect, be grateful, write, *etc.*

This is my time to grow and expand and nobody can take that away from me. The kids are sleeping, the phone is not ringing, nobody sends me texts or emails…so it's just pure joy of starting each day in the best possible way.

Find your WHY and the HOW will be 100 times easier… because no HOW can compensate the lack of a proper WHY.

So, let me give you some ideas about what your 'why' could be.

A. FIFTY REASONS TO WAKE UP AT 5 A.M.

1. You become a one-percenter, the most productive group in the world! It's a select club and it's an honour to be a full member.
2. You have the opportunity to spend quality time with yourself; you put yourself first because you deserve it! You're the most important person in your life.
2. Nobody's awake at that time to bother you with phone calls, emails, texts, *etc.*
3. You can train for a marathon. In this sense, I really admire Andrei Rosu. He is featured in the Guinness Book of World Records as being the first one to complete seven marathons and seven ultramarathons in all the seven continents. In his own words, without waking up early in the morning, these achievements would have remained merely dreams, impossible to achieve.
5. You can create a strategic plan for your business (or your future business if you're still employed). If you don't do this in the morning when you feel rested, when else? When you come home at night feeling drained?
6. You enjoy a tasty breakfast without feeling the rush of the cuckoo clock. Ah, the small pleasures in life…
7. You have the opportunity to see a sunrise. And I'm not talking about the one you see in pictures. I'm talking about the real one, one of the best free delights in life!
8. You can savour a cup of tea or coffee. I prefer tea. My favourite is the vanilla-flavoured Rooibos tea… priceless!
9. You can spend 30 to 60 minutes reading each day for the purpose of becoming an expert in your particular field! You can read between 50 and 100 books in just 300 days. Do you believe all this knowledge will make a difference five or 10 years from now? I'm sure it will!
10. You can watch inspirational videos like those posted on TED or those held by Robin Sharma, Tony Robbins, Randy Gage, Brian Tracy, *etc. Just one*

'dose' of these types of videos a day can turn you into a different person and you then realize that excellence is a trait built over time and on a daily basis.

11. You go out for a run without being disturbed by traffic. Priceless!
12. You have enough time to prepare and dress impeccably. Have you ever heard someone ask 'where did you put my shirt, socks, belt, scarf, etc.?' Well, you'll be able to relax about all of these things.
13. *You can plan your priorities and this makes it easier for you to say 'no' when your coworkers, boss or friends demand unreasonable things from you. Why? Because you clearly know what you have to do on that day and how much free time you have available.*
14. You meditate in silence and solitude for five to 10 minutes, focusing on your breathing. This allows you to feel calm and relaxed.
15. You take a walk and enjoy the fresh morning air. We balance our inner system through movement. This is why 15 to 20 minutes of walking is pure gold!
16. You exercise and boost your metabolism. Therefore, you have enough energy after you wake up in the wee hours of the morning. You don't have to go to the gym. Ten minutes spent exercising at home are enough. I'm talking about deep breaths, stretching, jumping jacks, squats, sit-ups… nothing complicated.
17. You set your intentions regarding this new day that is about to unfold. The clearer your expectations are about what you wish to achieve, the more likely you are to obtain those results. Confusion can only lead to confusing results.
18. You start activities that you wouldn't deal with in the evening when you feel tired after a hard day at the office. For example, you plan to start a new business, you learn a foreign language, you study a field in which you wish to become an expert, *etc.*
19. You call a friend and congratulate each other for waking up at such an hour and for being members of this select group of one-percenters. If you don't have a wake-up partner, you can find one who is a member of the 5 a.m. Club.
20. You can offer your consulting, coaching or mentoring services to a young man during your morning walk (without having to take any extra time out of your already planned day). Thus, you contribute to the development of a student without skipping your morning walk. What an excellent way to start your day!
21. You spend two extra productive hours working for your company without

being interrupted and this allows you to double your efficiency. In this manner, you get to complete 25 to 50 per cent of your daily tasks. You will feel much more relaxed and confident knowing that you will finish everything you had planned for that day.

22. You can make breakfast for your spouse and family. Do you want to see smiles in the morning? This is the easiest way!
23. You repeat your affirmations in the mirror or while you exercise: 'Everything I need lies within me now', 'I like myself just the way I am', 'I'm responsible', *etc*. You condition your mind to think in a way that supports you rather than sabotages you.
24. You choose the next conference or congress you want to attend in your area of expertise so that you are constantly prepared and up to date. It's your only chance to keep up with new trends.
25. You inhale essential oils—eucalyptus and mint—to open up your nasal passages and to place yourself into an excellent state in a very short amount of time. I never imagined the olfactory sense could have such a positive effect on my well-being.
26. You practise coaching—via phone or Skype—with clients who are top performers as well as one-percenters. I have been at it for more than five years and I have coached over 300 clients using sessions that start at 5 a.m. or 6 a.m. In my opinion, this is by far the best interval for this activity. It's quiet, nothing is causing us to be in a hurry and we are well-rested and have lots of energy (a result of our breakfast and physical exercises).
27. You listen to personal and professional development programmes and you set out to apply one or two techniques you heard. You develop your expertise and your confidence step by step.
28. You use photo reading to read one book every 30 minutes. It's a revolutionary technique, developed by Paul Scheele, that uses the whole brain to read and allows you to extract the essential knowledge from a book in the shortest time possible. It can literally change your life. I'm not kidding!
29. You write a greeting card for someone dear to you and you leave it on the refrigerator for them to find and read. It takes you about 20 seconds to do this. The effect: a positive mindset throughout the day (for you as well as for the recipient of the card).
30. *You start your day with proactive, rather than reactive, energy when you feel like you're running late from the second you get out of bed. If you want to have an increased level of control over your life every day, start by clarifying what's important and what's non-negotiable for you. And stop*

giving up on what's important to you!

31. You have enough time to practise Ho'oponopono regarding the people you wish to have a more harmonious relationship with. Also called 'The Forgiveness Therapy', it consists of four affirmations: 'I'm sorry', 'Please forgive me', 'Thank you' and 'I love you'. All you have to do is repeat these four affirmations for a few minutes while thinking of the other person (an ideal session lasts 10 to 15 minutes and produces rapid results).
32. You increase your level of energy by practising the four tempo breathing routine (four inhales followed by four deep exhales). Shallow breathing is quite common among those who spend a lot of time at the office. This is why deep breaths help you to quickly increase your level of energy.
33. You feel the need to have a hobby just for yourself: it could be painting, sculpting or photography. Do something each day to please your soul without forgetting who you are…start the day with yourself!
34. You have time to plan your dream summer vacation (and you can research the best offers available without feeling the pressure of time). When you have several hours to spend doing thorough research you will most likely save a serious amount of money.
35. You write your goals for the next 12 months on a daily basis for at least 30 days. Each day you write them on a separate page without looking back. In this way, you 'allow them to negotiate among themselves' their hierarchy based on how meaningful they are to you. I can guarantee some 'a-ha' moments.
36. You establish your top-five priorities that you have to finish that day. You estimate the necessary time to do so as well as envision the desired result.
37. You drink about 1 pound of water, recharge your batteries and rehydrate yourself after a goodnight's sleep. My recommendation is that you drink water which has a temperature higher than that of your own body so that you don't consume extra energy to heat it up once it reaches the stomach.
38. You write for 15 minutes everything you feel grateful for, thus releasing any trace of anxiety. It's something easy to do that has a guaranteed positive effect throughout the day. You won't need sedatives anymore, you'll be releasing endorphins naturally!
39. You take the time necessary to create a board with pictures which represents the achievement of your goals. Some call it a Vision Board or a Dream Board.
40. For 10 to 20 minutes each morning you contemplate this board and fill yourself up with the emotion associated with achieving those specific goals. This will increase your level of clarity regarding why you're doing

what you're doing and what's the final purpose towards which your efforts are oriented.

41. *You then use this positive emotion to plan and act in the direction of your goals. You enter a stage of inspired action. You no longer need willpower to do something. Inspiration tells you what actions are the right ones to do.*
42. You write the book you've always wanted to publish. Write one page each day. Christopher Hitchens once said: 'Everyone has a book inside of them'. At the end of the year, you'll have written 365 pages. All done! Find a publishing house and publish your book!
43. *You write articles on your blog and you inspire other people to reach their potential. Let me give you a suggestion: stop keeping all of those great ideas only inside your head because the next ones won't have any room available! Write articles, write a book, and tell others. Do anything, just get them out of your head and into the world so that you can make room for the next great ideas to come!*
44. You remember the most important 10 victories—personal or professional—in the past 12 months. You fill yourself with confidence and you emanate this feeling through every inch of your body, thus inspiring everyone you meet. This way you'll become the person they always want to be around, because you have such a positive impact on others.
45. You leave for work on time and you reach the office feeling relaxed and smiling. The 10 minutes you use as backup save you the stress of countless red lights and traffic jams. A small investment for such a high reward!
46. You eliminate 95 per cent of the stress you're dealing with right now. As long as you combine a multitude of habits described above, you'll find yourself lacking reasons to stress out. But don't take my word for it… try it for yourself!
47. *You gain the instant respect of anyone you share your story with. To many, your story is similar to running a marathon. It won't be long until people wonder how you are so calm, relaxed and confident. Then, with a wide smile on your face, you can ask them: 'Are you ready to hear what I'm about to tell you?'*
48. You start your day by putting yourself first, thus raising your level of self-esteem because you are the most important person in your life! I think it's obvious that if you first take care of yourself, you'll then be able to take care of others much better. You can't offer someone something you don't have enough of for yourself.
49. You are a select member of the 5 a.m. Club :)
50. You claim your power back, the power you conceded to external

circumstances, thus becoming a centered, balanced and harmonious person who achieves everything he/she sets out to do because you have already solved your internal conflicts…the only ones that are truly relevant.

B. THE WAKE-UP PARTNER

If we are together, nothing is impossible. If we are divided, all will fail.
—Winston Churchill

What is one of the most important ways to make sure you are consistent with your purpose, which also works for waking up early, or when it comes to any other habit? Having a wake-up partner!

Surely you know the saying: 'Two is better than one.'

Why does it work? Because it addresses the main obstacle when it comes to adopting a new habit, inconsistency.

That is, today I will do what I set out to do…tomorrow I won't, I'll see if I'll feel like it two days from now, so on and so forth.

When you have a trustworthy partner, each of you can support each other during difficult times.

Best-case scenario, both people are motivated.

Less-happy scenario, one person is motivated and the other one is fighting a lack of motivation. At that point, the unmotivated person can find support in his partner and thus get through his difficult time.

In another, almost non-existent scenario, both people are unmotivated, you both realize this simultaneously and all it takes is just one day for you to start supporting one another and getting back to your good habits.

The method I'm talking about right now has been tested and retested on dozens of my coaching clients, and I can guarantee you that a wake-up partner will dramatically increase your odds of implementing this habit much more easily.

How to apply this principle

1. Find one person among your coworkers, friends, *etc.* who wants to wake up early in the morning!
2. Set a wake-up time
3. Establish your form of communication—phone call or SMS
4. Identify which one of you will be the person to initiate the contact during your first week. Then switch

5. Set the waiting interval after which, in case the designated person for the week does not call (for instance, if after five minutes that person doesn't call), the other person can call them or text them
6. Find two questions you can ask each other in the morning to help your brain wake up faster—questions such as: what was your most important achievement yesterday? What's your objective for today? Who are you going to meet today and what result do you want to obtain?
7. End every interaction with a positive greeting (Have a productive day! I hope you succeed in everything you've set out to do!)

C. THE WAKE-UP TRAINING

Steve Pavlina [4] has patented 'the training for waking up early'.

Practise getting up as soon as your alarm goes off. That's right—practise. But don't do it in the morning. Do it during the day when you're wide awake.

Go to your bedroom, and set the room conditions to match your desired wake-up time as best you can. Darken the room, or practise in the evening just after sunset so it's already dark. If you sleep in pyjamas, put them on. If you brush your teeth before bed, then brush your teeth. If you take off your glasses or contacts when you sleep, then take those off, too.

Set your alarm for a few minutes ahead. Lie down in bed just like you would if you were sleeping, and close your eyes. Get into your favourite sleeping position. Imagine it's early in the morning…a few minutes before your desired wake-up time. Pretend you're actually asleep. Visualize a dream location, or just zone out as best you can.

Now, when your alarm goes off, turn it off as fast as you can. Then take a deep breath to fully inflate your lungs, and stretch your limbs out in all directions for a couple of seconds…like you're stretching during a yawn. Then sit up, plant your feet on the floor and stand up. Smile a big smile. Then proceed to do the very next action you'd like to do upon waking. For me, it's turning on the water kettle.

Now shake yourself off, restore the pre-waking conditions, return to bed, reset your alarm and repeat. Do this over and over and over until it becomes so automatic that you run through the whole ritual without thinking about it. If you have to subvocalize any of the steps (i.e. if you hear a mental voice coaching you on what to do), you're not there yet.

Feel free to devote several sessions over a period of days to this practice. Think of it as performing sets at the gym. Do one or two sets per day at different times…and perhaps three to 10 repetitions each time.

D. THE WAKE-UP PREPARATION

To succeed in waking up in the quickest and most harmonious way possible, it's necessary you make sure that the following two essential elements are available to you:

Personal motivations and essential resources

Personal motivations often do not only refer to the reasons, which you offer yourself for waking up earlier in the morning, but also to the degree of validity that these reasons possess over time.

Essential resources include those tangible and intangible elements you will use to implement this habit in your life.

To clarify the reasons as to why you want to wake up earlier in the morning and ingrain them even more, answer the following questions.

Who do I want to become? How would I describe myself?

- I'm a morning person ☐
- I'm someone who allots the most precious time interval to myself ☐
- I'm part of a very select group of successful people ☐
- I'm an active person and not a reactive one ☐

What limiting beliefs do I have at this time? Why do I think they're true?

- I'm more effective if I work during the night and I don't get enough rest if I wake up so early ☐
- I can't wake up in the morning because I'm not used to getting up before noon ☐
- I can't find the willpower to wake up so early ☐
- Not even the birds are singing at 5 a.m…I can't change my lifestyle to implement this habit ☐

What new beliefs could I adopt as affirmations that will help me evolve?

- I always wake up early and enjoy that particular day as much as I can ☐
- I always get out of bed after the alarm clock rings ☐
- I have a lot of energy and I feel very motivated because I wake up early in the morning ☐
- I wake up and I'm productive while others are still sleeping ☐

What is my profound need? Why would I adopt such a habit?

- I need to organize myself and my energy optimally to achieve all of my goals ☐
- I want to start the day by allotting time for myself because I'm the most important person in my life ☐
- I want to be a role model for my family and friends ☐
- I want to see how high I can go if I practise the habits of people who are already successful ☐

After finding your motivations and firmly ingraining the future that you want for yourself into your mind, it's time to clarify the resources you'll use to implement this habit as quickly as possible.

1. **The space and the necessary instruments—**I will start by making sure I have a clock that is not easy to press the snooze button. After that, I ensure that my Morning Ritual is clear and that I'm able to start it as soon as I wake up; I make the decision of waking up early the night before so I can avoid negotiating with myself in the morning; and I make sure that I sleep a minimum of seven hours every night. Otherwise, I won't be able to maintain this habit long-term.
2. **Rewards—**Every morning I revel in the sunrise, one of the simplest and most beautiful wonders of this life; every morning, after I have completed my entire Morning Ritual, I drink my favourite espresso; and at the end of each week that I manage to wake up every day at 5 a.m. I go to a spa.
3. **Visualizing the immediate and long-term benefits**—When I imagine myself waking up early, I'm full of energy. I'm highly productive and I succeed in everything that I set out to do that day. After five years of practising this habit, I have fulfilled even my wildest objectives.
4. **Defining exceptions—**The days when I haven't been able to sleep more than five hours the night before, and vacation days when I may socialize well after the optimum hour to go to sleep. Also, the days when I'm travelling for work purposes in areas with different time zones.

E. WHAT TO DO WHEN YOU MISS A DAY

To forgive is to set a prisoner free and discover that the prisoner was you.
—Lewis B. Smedes

It's very important that you come up with a plan that includes what you're going to do when, for various reasons, you end up skipping a day out of your schedule.

And this could be the morning when you didn't manage to get up on time or

any other day from any 30-day sequence that you take on to implement a new habit.

I recommend the following three-step process

Step 1: Forgive yourself!
Forgive yourself for not being ‘perfect’ because nobody is.

Step 2: Get back on the horse as fast as you can!
Restart the sequence of ‘good’ days—days when you’ve practised the selected habit—as soon as possible.

Step 3: Measure your progress to eliminate regret over a lack of perfection.
You can use your growth and development as a source of motivation or you can keep being the prisoner of your frustrations, consuming the energy that could help you reach your destination.

Why is it important to follow this process?

Small setbacks are almost unavoidable and herein lies the trap most people fall prey to as they plan to implement productive habits.

They have a ‘perfect streak’ for a few days and afterwards they have a day when they don’t practise their habit at all.

Because they lose their sense of perfection, they stop practising altogether and set out to restart this sequence of practising productive habits after a couple of days.

Sadly, these couple of days turn into ‘never’ for a lot of people.

The alternative is to accept your ‘imperfection’ but under no circumstance should you allow two consecutive days to go by without practising the habit. Resuming the sequence after just a single day of a break is much easier to do than after two or more days.

Things happen this way because, when implementing new habits, an undisputed law of physics applies: ‘a body at rest tends to stay at rest and a body in motion tends to stay in motion’.

Implementing any habit is very similar to the start of movement of a train’s engine. It consumes a lot of energy to start moving and takes a while until it catches some speed. However, after surpassing its initial inertia, it manages to reach a greater speed while consuming a lot less fuel. And it doesn’t just reach a greater speed, it becomes unstoppable, which is what you actually want when it

comes to your productive habits.

After a single missed day, your engine hasn't stopped yet but after two or more unsuccessful days, it's as if you had stopped the engine.

Therefore, you'll need to restart it and surpass the inertia of recommencing.

So far you have learned about the things that make up a great night's sleep. Then you discovered the 10-step Morning Ritual that will best equip you for the day ahead. And now you put together the puzzle of waking up early in the morning.

You are now ready to move on to the actual implementation of this way of living to make it a part of your everyday life. I have no doubt that your life will be impacted in ways beyond your imagination and you will experience an increase in productivity and balance akin to that of thousands of my clients. Let's do this!

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[4] Steve Pavlina is a renowned Self-Help Guru, and creator of Personal Development For Smart People, https://www.stevepavlina.com/

THANK YOU!

Before you go, I'd like to say thank you for purchasing my book.

I know you could have picked from dozens of books on habit development, but you took a chance with my system.

I'd love to hear your opinion about my book. In the world of book publishing, there are few things more valuable than honest reviews from a wide variety of readers.

Your review will help other readers find out whether my book is for them or not. It will also help me reach more readers by increasing the visibility of the book.

P.S. While it's 'easy' to connect over Facebook, Twitter or other social media sites, often it's better to have one-on-one conversations with readers like you. So I encourage you to reach out over email and say Hi!

Simply write here: dan@5amcoaching.com

To get started, I would love to hear about the one thing you'll do this week to turn this information into action.

Dan Luca
http://www.5amhacks.com

EXTRAS

A. MORNING INSPIRATION

Following are the Morning Inspiration to be used while taking the hot–cold shower. I also have audio files with me reading them, which I mentioned that I can share with you if you email me requesting these.

Let's begin…by reading out loud these statements in the morning:

1. This is a great morning! I am so grateful to be alive today
2. Every day I wake up with a smile on my face and joy in my heart
3. I begin this new day with a wonderful feeling of peace and gratitude
4. I am grateful and content with my life
5. I have been very blessed in this lifetime
6. I am proud of what I have achieved in my life
7. I am thankful that I get to live another day
8. Today is going to be a great day!
9. I am a new person today—better, healthier and happier than ever before
10. I wake up happy and productive. I trust myself and my decisions
11. I am at peace with all that has happened, is happening and will happen
12. I am in the best place possible to get from here to where I want to go

I now turn my attention to my body:

Body

1. I feel great today
2. I look great today
3. I feel strong today
4. I stretch and feel my body waking up
5. I love my body!
6. My body is the temple of my soul and I take great care of it
7. My body is healing and improving every day
8. Every morning I am refreshed and renewed and ready to start my day
9. I bring great energy to all things I do
10. My body is healthy, my mind is brilliant and my soul is serene

I now turn my attention to my mind:

Mind

1. My mind has unlimited power
2. I trust myself and my decisions
3. I am disciplined and productive in everything that I do
4. I become more productive every single day
5. I value my time, therefore I spend it wisely
6. My mind is focused like a laser
7. Today, I abandon my old habits and take up new, more positive ones
8. I always win because I am willing to work harder and smarter than anyone else
9. My income is continuously increasing
10. I always have enough money to suit my needs
11. Money flows freely and abundantly into my life
12. I am rich in health, wealth and love

I now turn my attention to my emotions:

Emotions and relations

1. My life overflows with happiness and love
2. I love and accept myself. I love myself more every day
3. I am worthy of happiness and respect
4. I am loved, loving and lovable
5. I surround myself with positive and loving people
6. I am fun and energetic and people love me for it
7. I choose to see the best side of people and circumstances
8. I am blessed with an incredible family and wonderful friends
9. I am thankful that I get to share this beautiful life with my partner
10. I take the time to show my family and friends that I care about them

I now turn my attention to my soul:

Spirit, soul, self

1. I believe in myself. Today, and every day, I choose to be confident

2. I am in charge of my life
3. I have the courage to make this a great day
4. I allow myself to play and enjoy life
5. I am making a difference in this world
6. I lead by example
7. I inspire others to be their best self
8. My everyday work has meaning and purpose
9. Everything works out for my highest good
10. The more I give to the world, the more I get
11. I always have everything I need to be happy

I now turn my attention to the future:

1. I am safe. All is well. Everything comes to me at the right time
2. I deserve whatever good comes my way today
3. I courageously open and move through every door of opportunity
4. I act with courage and confidence
5. I am always in the right place at the right time
6. I have everything I need to overcome today's challenges
7. I love facing challenges—they allow me to grow
8. Everything that is happening now is happening for my ultimate good
9. I live a positive life and only attract the best in my life
10. I learn and grow from every experience
11. I am looking forward to having a really great day
12. Every day in every way I am getting better and better

I am now getting ready for the 30-second cold and hot intervals.
I will turn on more cold water in 5…4…3…2…1… and my mantra is…

(30 sec session) × 7-8 times (cold water)

I like myself
I like my work
I can do it
I am responsible

I turn on more warm water in 5…4…3…2…1… and my mantra is…

(30 sec session) x 5-6 times (warm water)

I relax all my muscles and let go of any tension
I let the water clear any anxiety or fear
I am flexible and flowing like water
I feel loved
I feel protected
I am my best friend
I love and accept myself

I will turn on more cold water in 5…4…3…2…1… and my mantra is…

(30 sec session) x 9-10 times (cold water)

I am a genius and I apply my wisdom
I turn on more warm water in 5…4…3…2…1… and my mantra is…

(30 sec session) x 5-6 times (warm water)

I relax all my muscles and let go of any tension
I let the water clear any anxiety or fear
I am flexible and flowing like water
I feel loved
I feel protected
I am my best friend
I love and accept myself

I will turn on more cold water in 5…4…3…2…1… and my mantra is…

(30 sec session) x 5-6 times (cold water)

I am grateful
I am loving
I am inspired
I am enthusiast

I turn on more warm water in 5…4…3…2…1… and my mantra is…

(30 sec session) x 5-6 times (warm water)

I relax all my muscles and let go of any tension
I let the water clear any anxiety or fear
I am flexible and flowing like water
I feel loved
I feel protected
I am my best friend
All that I need is within me now
I am the architect of my life
I love and accept myself
I am healthy, wealthy, happy and wise
This was good
I am ready for greatness
Let's begin!

B. USEFUL GADGETS FOR WAKING UP EASIER

So, to be crystal clear, I am not receiving any commissions, so I am doing this purely because I believe in the benefits that these gadgets can have in helping you wake up easily and being refreshed.

1. Wake-Up Light (Amazon, search for 'Wake-Up Light', Philips)

Here's how it works: You set the time you want to get up, and the Wake-Up Light starts beeping at that time—softly at first, then louder after a minute and a half.

A half an hour before that, a simulated sunrise has already started, transitioning from a dim glow to full brightness.

By the time the sound kicks in, your room is all lit up like it's early afternoon on a weekend. And this light intensity is scientifically proven to be the best way to wake up with.

The price range is between $70 and 170.

2. Aroma Diffuser and Sound Therapy Clock (Amazon, search for 'Oregon Scientific')

Here's how it works: It provides a gentle, soothing way to wind down after your day. Combining sight, sound and fragrance, the Aroma Diffuser and Sound Therapy Clock allows your evening to continue without harsh beeps, blaring music or jarring lights. The nature sounds and soothing, colour-changing light

combine with a nice fragrance mist to create a multi-sensory experience.

The Aroma Diffuser activates your senses to soothe and invigorate your mind, body and spirit. This unique product harnesses three types of alternative medicine—aromatherapy, light therapy and sound therapy—to create a naturally pleasing environment that can positively alter your mood, cognition and overall health.

The price range is between $70 and 100.

3. Talk to a stranger to wake up (Google.com, search for 'Wakie' app)

Here's how it works: You are actually tapping into the app's community of users so that you can have a stranger from somewhere else in the world wake you up at a specified time (and vice versa, if you so wish).

It's anonymous and free (because everyone's volunteering), and the calls are automatically cut off after one minute, so the awkward small talk is kept to a minimum. Get up on time, and meet someone new as well, all before breakfast!

The app is free and it is available for Android and iOS.

4. Mind puzzles and exercises to wake up (Google.com, search for 'I can't wake up!')

Here's how it works: With this alarm clock you will get up on time, thanks to up to eight different Wake-Up Tasks, which won't let you turn the alarm off or lower the volume until you finish them!

You have up to eight different Wake-Up Tasks to perform after the first buzz: Math, Memory, Rewrite, Order, Pairs, Repeat, Shake and Barcode.

Additionally, you also have the Innovative Barcode Task option. All you have to do is scan a previously prepared barcode (from a toothpaste or a book) to finish a task and for that you need to get out of bed!

The app is free and it is available for Android and iOS.

C. FREQUENTLY ASKED QUESTIONS

1. Even if I get to bed at 10 p.m., I will just lay awake in bed for a few hours without actually sleeping. I am not tired at 10 p.m.

It is actually normal for this to happen because your body has adjusted to your current lifestyle. It's only natural to plan a transition to a new state step by step.

Use the 8-Week System to transition from your current bedtime to the desired one.

You can very easily gain two hours of good sleep at night and two great hours in the morning in 12 weeks by only going to bed 10 minutes earlier per week. This is a small change to make without any considerable effort. But the cumulative effect is nothing short of a small miracle.

2. If I go to bed this early, will I lose all of my friends? Do I have to give up my social life?

No, you don't have to lose your friends and you don't have to give up your social life.

You will have to make some adjustments, but from my personal experience it is highly doable.

Let's say that a normal frequency for going out is two nights (or less) per week. During these nights you plan on staying up beyond the 10 p.m. bedtime.

To have the least impact on your sleep pattern, you can go out Friday and Saturday night. The rule is to sleep for seven hours from the time you hit the pillow. In this way, you don't get sleep deprived and you don't start the week on Monday feeling extra tired.

The reset time is Sunday evening. The key point to having this system work out is to get to sleep on Sunday evening at 10 p.m. Even if you don't fall asleep right away you will get rest for your body. Don't be annoyed if you stay in bed awake, use some of the relaxation techniques from the evening routine to fall asleep more easily.

The next key point is waking up on Monday morning at the preset time and not sleeping in. If you miss Monday morning wake-up time, it will be more difficult to get back in the rhythm.

If you had at least one night out over the weekend, it is highly recommended to avoid afternoon naps longer than 20 minutes. If you sleep longer, you'll not fall asleep as easily on Sunday evening, and this will impact your whole week's sleeping pattern.

Do it as described above and you can have it both ways: being an early riser and going out two nights per week.

3. When it comes to getting a good night's rest and waking up refreshed should we exercise in the morning or in the evening?

I recommend you exercise in the morning for various reasons:

- It's an easy way to stimulate your body to 'wake up' in the morning because physical activity gets your blood flowing and increases your heart rate. Thus it becomes easier for you to make the transition between the state of drowsiness you experience after waking up to the state of alertness you need for the activities you're going to perform during that day.
- Moderate physical exercise helps your body release serotonin, the 'feel-good' hormone that fights against depression and aids you in starting your day in the best possible way.
- Exercising at least three hours before bedtime is not recommended because your body temperature will rise, your brain will be oxygenated and activated; therefore, you'll find it difficult to go to sleep because you'll have an excess of energy that you haven't used up.

To conclude, the benefits that physical exercise brings you—a high level of energy and a good mood—are more useful for you in the morning, when you have to start your day en force, rather than in the evening, when you need to achieve a state of relaxation that will help you go to sleep.

4. What is the best position recommended for a restful sleep: on your belly, on your side or on your back?

The best position to sleep is on your back because it relieves backaches and neck pain and because it doesn't put pressure on your internal organs.

Also, this position helps reduce the symptoms of acid reflux disease because the stomach is situated higher than the oesophagus, given the slightly raised position of your head, and the stomach acid and ingested foods can't move up into your oesophagus.

For women, this is a great sleeping position, especially when it comes to their 'beauty' sleep since sleeping on your back helps you avoid wrinkles and maintain the shape of your breasts.

For people who snore, this isn't the best sleeping position. Sleeping on your side is recommended in this case. Health-wise, the least recommended sleeping position is on your belly.

5. What can we do so that our entire family—both adults as well as children

—can manage to be ‘in bed, sleeping’ during the recommended time interval in the evening (between 9.30 p.m. and 10 p.m.) in order to wake up at 5 a.m. to become sustainable for the adults?

The single best thing you can do for yourself and your family is to establish a bedtime routine. Small children already have this routine (eating dinner, putting their toys away, listening to a bedtime story, saying their prayers, etc.) but adults seem to have forgotten these repetitive and consistent activities that inform our brain that it’s time to get ready for bed.

When you and your partner set up a routine together that involves the kids as well, I guarantee you’ll be able to go to sleep at the hour you want.

This bedtime routine includes activities that help both your mind and body to relax, as well as aid you in detaching yourself from all the fuss and flutter of that particular day that’s now ending.

6. What arguments can I present to my partner in order for him to become aware of the fact that going to bed and waking up earlier will help create an extraordinary life for ourselves?

The arguments in favour of going to bed and waking up earlier as well as the benefits of restful sleep can be found in the programme.

What I would like to point out, however, is that the power of personal example is stronger than any argument you might present him or her with.

I recommend that you start going to bed and waking up earlier so that you can experience the benefits for yourself and then share your experience with your spouse.

The results you achieve during the time you spend with yourself in the morning, quality sleep and the state of well-being you experience the next day are just some of the arguments you’ll be able to bring to the table.

7. As a parent, what habits could I teach my children (I have two boys—a six-year old and a nine-year old) to encourage them to choose this lifestyle in the future as well?

Children really have a tendency to model their parents’ behaviour. If you can manage to be disciplined and organized, then these traits will also influence how you interact with your children, and thus they will model this behaviour as well.

The simplest method to achieve your goal is to mould your children through

the activities you practise together. Establish a mealtime routine, a bedtime routine and a morning routine where your kids wake up at the same hour every morning. Implement habits alongside them:

- Every evening, after dinner, go for a short walk through the park
- Every weekend try something new together; like visit a new place

- Every night say your prayers together
- Every morning wish yourselves a beautiful day
- Every evening identify at least five things you're grateful for

The simplest, yet the most difficult method of teaching young children is through personal example.

8. Is the famous 'snooze' button on your alarm clock as harmful as they say?

If you want to implement the habit of waking up early in the morning you need to make this decision the previous evening, before going to bed, while you're still consciously in charge of your own decisions.

When you don't make this decision the previous evening, you're actually leaving it up to a sleepy person who only wants to avoid any activities and stay in bed because it's nice, warm and cozy.

What decision do you honestly think you'll make under these circumstances? You'll decide to go back to sleep…

When you first hit the snooze button, you give into temptation for the first time. You haven't followed through with your decision, you've allowed yourself to start negotiating with your subconscious and you end up losing the battle.

The more times you hit the snooze button, the lower your self-esteem goes because you're telling your brain that you're not able to respect your decisions.

Every morning you give up on waking up as soon as the alarm goes off diminishes your chances of implementing this habit successfully in the future as well, not just on that particular day.

The reverse is equally valid. If you wake up in the morning as soon as the alarm goes off you'll feel great because you'll have respected your decision. You'll feel a deep sense of satisfaction and your brain will want to hang on to this behaviour because it leads to instant gratification.

When your body hears the alarm go off it starts to wake up and eliminate the analgesics that were maintaining the state of sleepiness. By remaining in bed,

you're forcing your body to start secreting these analgesics again and it'll go back to sleep.

This is why, when you sleep just a little bit more, you get out of bed and feel like you've been hit by a car. Your body is sedated because you forced it to secrete analgesics by putting off getting out of bed.

To conclude, you'll feel much better if you wake up and get out of bed on time—even if you've not slept enough—rather than hitting snooze and then getting out of bed. Now that you know this, perhaps you'll make a firm decision in the evening to get out of bed the following morning as soon as you hear the alarm clock go off.

9. I have a pretty young child that still wakes up at night and goes to bed fairly late (1 a.m.). Under these circumstances can I still implement the habit of waking up at 5 a.m.?

As long as this situation is not an exception, meaning it will repeat itself over a long period of time in the future, it's not at all feasible for you to wake up at 5 a.m.

You need to make sure that you sleep at least seven hours each night, ideally without interruptions. Going to bed at 1 a.m. doesn't provide you with the resources necessary to sustain the habit of waking up early in the morning.

Waking up at 5 a.m. is not suited for everyone, neither for every time period in our lives. If you still want to spend some quality time with yourself, find a reasonable solution that acknowledges and respects your time constraints.

As Theodore Roosevelt once said, 'Do what you can, with what you have, where you are.'

10. Do you think waking up at 5 a.m. is suitable for everyone? I know a lot of people who can't wake up before 9 a.m. and are still extremely productive. So why should I wake up at 5 a.m.? Why don't you create a personalized sleep schedule for everyone?

It's true. There are people who need less sleep; however, they represent the exception and not the rule. And for those who feel they need more sleep, this is due to decreased quality of sleep rather than quantity.

Based on my studies and practice as well as the practice of the 5 a.m. Club members, the essential hours for physical recovery are between 10 p.m. and 3 a.m., because during these hours you have the best chance of sleeping deeply,

and this allows your body to consolidate its memory and unfold the other restorative processes.

At 9.30 p.m., melatonin is released into your body. To be more specific, it's your body's way of telling you it's time to get ready for bed. However, through the consumption of coffee, carbohydrates and sugar in the evening we manage to disrupt this process.

I recommend waking up at 5 a.m. for health reasons. Beyond these reasons, however, I fiercely believe that we need to put ourselves first, we need to load up on energy, confidence, significance and clarity before we begin our day so that we can achieve the best results possible and the highest level of productivity.

More important than waking up at 5 a.m., however, is the practice of starting your day by allotting quality time for yourself. Can you allot the first hour of the day to yourself? Or do you put yourself last, late at night when you're tired and burdened by problems?

11. Why is it that sometimes you wake up feeling very tired, feeling your body heavy even though you've slept for over eight hours? Even more so, there have been instances where I've woken up at 5 a.m., chose to stay in bed longer even though I felt rested and after sleeping two more hours and waking up at 7 a.m. I felt 'hungover', tired and my body felt heavy.

There aren't compelling studies that reveal the exact negative side effects that sleeping more than eight hours per night has on a person's health. But this sleep behaviour has been correlated with depression and with difficulties regarding self-perception and the results achieved while performing day-to-day activities.

When you sleep longer than you should, even if you feel rested, then you're using sleep not as a means for recovery but as a replacement for your lack of willpower, an interest that ignites your passion for life or your disappointment towards yourself and your life.

It could also be the case that you woke up in the middle of a 90-minute sleep cycle during which time your body was filled with the analgesics that bring about sleep.

It really helps if you 'tell' your body that you're planning to wake up at X hour so that it may prepare for this situation.

12. Once I get to a point where I have been waking up at 5 a.m. for some time, is there a possibility that I don't want to wake up this early in the

morning because I'll think I can do something else during the evening/day?

Implementing the habit of waking up at 5 a.m. is only possible when your WHY is strong enough and when you've already made a strong decision to move in this direction.

And this is only possible when your personal values are leading you in this direction. As you evolve and develop and as you change, your values change as well and it's normal for you to want something else, to set other goals. It's quite natural for your past decisions not to apply to the present circumstances.

But what I certainly can tell you is that the time you allot for yourself early in the morning will influence any objective you set. This time is of great help for your values because I'm convinced that everyone believes that they themselves are an important aspect of their life.

ROBERT IGER

CEO, Disney

- Wake-up time: 4.30 a.m.
- He does some morning physical exercise (gymnastics at home or he goes to the gym).
- He has said that one of the few moments in which he feels completely relaxed is after he wakes up in the morning and does his physical exercises. Sometimes he does it in the dark, listening to music, especially to The Beatles.
- He reads speciality newspapers, answers his professional emails and watches TV, for professional purposes.
- Listens to music.
- Arrives at his office at about 6.30 a.m.
- In the first part of the day, he holds meetings with some of his key employees and uses this opportunity to motivate them and offer them honest feedback regarding their activities.
- He has a business lunch together with his collaborators.
- He spends at least two and a half hours daily revising details of the already opened Disney parks as well as the ones that are due to open soon. He oversees everything from the setting up of the required spaces to the type of lighting and illumination used.
- He says he is available 24/7 for something related to the business he is leading.
- He is invited almost daily to have live television interviews from national networks such as USA Today, ESPN or ABC.

♦

HOWARD SCHULTZ

CEO, Starbucks

- Wake-up time: 4.30 a.m.
- He drinks coffee first thing in the morning, that he makes himself (remember, he is the CEO of Starbucks).
- Reads three specific newspapers on the topics that interest him (*The Seattle Times*, *The Wall Street Journal*, *The New York Times*). Has had this habit for over 20 years now.
- Rides his bike with his wife before going to work or walks the three dogs that he has.
- Listens to the messages recorded on his answering machine, which give him a wrap-up of the company's sales in the last 24 hours.
- Taking into account the fact that a new Starbucks franchise opens every five hours worldwide, Howard Schultz spends a big part of the day talking on the phone with his partners so that he can be updated as to how his business is going.
- Early in the morning, he talks with his partners in Europe. During the day, he keeps up-to-date with what is happening in the US. In the evening, he talks with his partners in Asia.
- He visits at least 25 Starbucks shops a week.
- He travels outside the country one week every two months. The time that he spends during flights is dedicated to reading.
- Howard follows a balanced diet. The ratio of carbohydrates, proteins and fats is 40:40:20.
- He practises at least 30 minutes of physical exercises six days per week (three days of cardio, three days on strength training).

♦

TIM COOK

CEO, Apple

- Wake-up time: 4.30 a.m.
- Answers his emails.
- He goes to the gym and eats healthy energy bars. He's passionate about physical activities, especially cycling, hiking and gymming.
- He's a workaholic. Every Sunday evening he holds video conferences together with his managers to prepare for the week to come.
- He's the first person to arrive at the office and the last one to leave. He works on holidays, including Christmas and New Year's Eve. He expects others to have the same attitude towards work.
- Tim Cook sometimes has lunch with his employees, which often turns out to be some sort of informal brainstorming session.
- A part of his time is dedicated to raising funds for those who suffer from multiple sclerosis, after he himself was mistakenly diagnosed with it in 1996.

♦

RICHARD BRANSON

CEO, Virgin

- Wake-up time: 5.45 a.m.
- He goes to the gym and then has a healthy breakfast.
- He has said that he cannot function without his to-do lists. He's constantly jotting down what he needs to do, checking off what has already been done. He reviews his lists regularly. He keeps it simple, using just paper and pen.
- The most important list that he makes is the one that includes the people he needs to call during the day. This list allows him to nurture his relationships and keep them at an optimal level.
- He has the habit of jotting down ideas that he has, comments and ideas from the people with whom he interacts, the names of his collaborators and the ways in which they can support him. He never throws out a notebook once it's full.
- He has the habit of facing his challenges before considering whether he is properly prepared. He takes time to plan, but he doesn't spend too much time on the details. He's more of a man of action.
- He's a fan of short breaks during the day, so he can recharge himself. Some of the things that help him to relax are: a cup of English Breakfast tea, a hot bath, swimming in the ocean or playing tennis.

♦

ANTHONY ROBBINS

Author, speaker, entrepreneur

- Wake-up time: 5 a.m.
- He goes to the gym in the morning and drinks 0.5 litres of water.
- He reads inspirational books.
- He meditates.
- He practises visualizations.
- Each morning he allocates 15 minutes to self-care. During this time he does some physical exercise and breathing (for five minutes), then he does a gratitude practice (for five minutes) and, lastly, he does his affirmations (for five minutes).
- A part of his time is dedicated to planning. Short-term plans include his coaching sessions, business meetings, people he needs to call, interviews he needs to give, speeches and training.
- His long-term plans include meetings, international speeches, conferences and seminars.
- Every day he takes time to monitor the activities of his foundation, which is gathering funds for youth development, youth education through scholarships, rehabilitating ex-convicts and supporting the homeless.
- He allocates time every day to spend with his family, even if he’s away on international tours to promote his services as a speaker, a coach and a trainer.
- Every evening he revises his objectives list; he carefully checks the steps needed to achieve their fulfilment.
- Afterwards, he answers a series of questions which helps him realize what worked during that day and what he could do better the next day.

♦

OPRAH WINFREY

CEO, OWN

- Wake-up time: 5.45 a.m.
- She runs daily on the treadmill, followed by 45 minutes of cardio training, followed by 30 minutes of physical exercise to strengthen her muscles.
- She reads inspirational books.
- She writes in her gratitude journal.
- In terms of her dietary habits, she does not consume refined carbohydrates or any other source of amino acids.
- On an almost daily basis, she holds TV interviews or hosts live shows for national and international television networks.
- After lunch, Oprah carefully plans her next television projects.
- For daily relaxation, Oprah plays Scrabble against the computer for around 35-40 minutes on her iPad.
- She allocates time each day to take care of her soul project—Leadership Academy for Girls in South Africa.
- She has a light dinner and habitually does not eat three hours before going to bed.
- In the evening, she spends one hour reading books. She goes to bed before midnight.

ANDREA JUNG

CEO, Avon

- Wake-up time: 4 a.m.
- She goes to the gym for one hour.
- She arrives at her office at 8 a.m.
- When she comes back in the evening, she spends time reading books, surfing the Internet or researching information related to social media.
- She reviews her day in accordance with her to-do list that she has set for that day. She also writes down two to three activities that she wants to get done the next day.
- She jots down two to three events or actions that have made her feel proud during the day and at least one aspect that she should enhance the next day.
- In the evening, she spends one hour with her family and friends.
- Before going to bed, she disconnects from everything related to her business.
- She visualizes her success for the upcoming days and shuts off her mobile phone so that nobody disturbs her sleep.

♦

JEFF IMMELT

CEO, General Electric

- Wake-up time: 5.30 a.m.
- He does cardio exercises first thing in the morning.
- He reads the speciality press: *The Wall Street Journal* from the middle till the end, next he scans the FT Index and reads the second section of *The Financial Times*, next comes the business page of *The New York Times* and he throws the rest away. From *USA Today*, he reads the sports page, followed by the business page and ending with the Life section.
- He watches CNBC.
- He practises his affirmations.
- Over the course of a week, he works around 100 hours.
- Starting at 7 a.m., he meets with key investors in his company.
- After lunch, he holds presentations for potential clients of the company.
- During the day, he allocates special time to meet his employees (sometimes there are hundreds of them) so that he can present them with the company vision and receive feedback.
- Immelt takes care that his employees are aware of the news, business opportunities and the challenges the company is facing. To this end, he sends a weekly email in which he offers such information. The email is translated into 12 languages so that each employee can understand it.
- At the end of his workday, he holds a meeting with his best sales people.
- Every evening he reviews his day and asks himself: 'What have I learned today? What can I do better tomorrow?'

♦

JEFF BEZOS

CEO, Amazon

- Wake-up time: 5 a.m.
- On a daily basis, he does his physical workout (he is preparing to be physically fit in order to go to space.)
- He has a healthy breakfast with his wife.
- He spends time on strategic planning for the next 10 years.
- Tuesdays and Thursdays are specifically reserved for productive work and on Mondays and Wednesdays he has meetings with his general managers.
- He surfs the Internet, especially e-commerce sites in order to find ideas and new perspectives that he could implement on Amazon.
- He cultivates the habit of saying ‘thank you’ to the people that have helped and supported him during the day, or for any other reason for that matter.
- He reads personal development and fiction books.
- He has the habit of carrying, at all times, a Moleskine notebook with him so that he can write down all the ideas that he has, no matter where he finds himself.
- He listens to podcasts and audiobooks whenever he is on the road.
- He practises visualization.

♦

ELON MUSK

CEO, Tesla, SpaceX and Solar City

- Wake-up time: 5.30 a.m.
- He runs in the morning and gets some fresh air.
- Next, he plans his day.
- He answers his professional emails.
- His work week is split between his two businesses: Mondays and Thursdays he is at his SpaceX offices and on Tuesdays and Wednesdays he is at the Tesla offices and Fridays are split between the two.
- Between 7.30 and 8 a.m. he heads to his office, depending on the day, to a different location.
- At 10 a.m. he talks on the phone with his vice presidents of different departments from the two companies, or holds interviews with journalists or job candidates.
- Between 11 and 12.30 p.m. he reviews and plans meetings with his engineers who design the rockets, in order to go over technical details.
- Between 1 and 2 p.m. he has a light lunch that he orders from nearby restaurants (e.g. chicken with vegetables and raw salad). During lunch, he talks with the people who are responsible for the various business facilities.
- Around 4.30 p.m. he goes for a walk around the factory plants. He does this almost every day.
- At 7 p.m. he has a televised interview, followed by the premiere of the movie, for which he was the executive producer. In the evenings, he includes any other social activity.
- He reads personal development books.
- He answers his emails until late at night, even when he is spending time with his five small kids who are being supervised by a nanny.

♦

WARREN BUFFETT

CEO, Berkshire Hathaway

- Wake-up time: 6.45 a.m.
- He does light physical exercise, aerobics and muscletoning exercises.
- He does not arrive at his office before the stock market opens.
- He has the habit of not scheduling his days, so that he can avoid meetings and wasting time.
- At work, he estimates that he spend 80 per cent of the time reading financial stats and data, stock journals and information about commodities.
- Later, he takes time to reflect upon what he has read and forms his own opinions and predictions.
- His recommendation to become smarter is to read at least 500 pages per day, sometimes he even gets to read 700–1,000 pages per day.
- He creates the discipline of not having a computer and a mobile on his desk while he is working.
- The remaining 20 per cent of the time he spends at the office, he gives short phone calls to his network, during which he has very concise and concrete questions regarding the companies he has been researching beforehand.
- He also writes letters to directly engage and connect with companies that present a certain interest to him.
- He plays bridge 12 hours a week, sometimes against the computer and sometimes against his bridge partner, Bill Gates.
- He visits schools and high schools where he holds lectures on almost everything, using the Q&A method to get started.
- He lives in the same house that he bought in the fifties and eats at the same restaurants, usually a light and frugal menu.

♦

BILL GATES

Founder, Microsoft

- Wake-up time: 6 a.m.
- He drinks 0.5 litres of water upon waking up.
- He does his morning meditation.
- He reads the newspapers, *The Wall Street Journal*, *The New York Times* and *The Economist*, from the beginning till the end, and receives notifications with information about Berkshire Hathaway, where he is part of the Board of Directors.
- He drops his three children off at school.
- He makes his plans for the day and reviews the strategic planning he has for the next 10 years.
- Of the time spent outside of meetings at the office, two-thirds of his time is allocated to reading and answering emails. He has around 100 emails that he answers per day.
- A third of his work time is dedicated to Microsoft and two-thirds are dedicated to his charity foundation, which he manages with his wife.
- He reads books about subjects that interest him. He reads an average of five books per week.
- He goes to the gym.
- He picks up the kids from school.
- He has the habit of playing bridge whenever he find the time for it.
- In the evening, he does the dishes, even though there are others who could do them. He likes the way he does it.
- Before going to bed, he checks his email again.

E. THE 8-WEEK SYSTEM TEMPLATE (see the following page)

WEEK 1

8 min

	MON	TUE	WED	THU	FRI	SAT	SUN
Water 1 min	☐	☐	☐	☐	☐	☐	☐
Body Tough Love 2 min	☐	☐	☐	☐	☐	☐	☐
Breakfast 5 min	☐	☐	☐	☐	☐	☐	☐

WEEK 2

18 min

	MON	TUE	WED	THU	FRI	SAT	SUN
Water 1 min							
Body Tough Love 2 min							
Shower 7 min							
Breakfast 10 min							

WEEK 3

21 min

	MON	TUE	WED	THU	FRI	SAT	SUN
Water 2 min	☐	☐	☐	☐	☐	☐	☐
Body Tough Love 2 min	☐	☐	☐	☐	☐	☐	☐
Shower 10 min	☐	☐	☐	☐	☐	☐	☐
Breakfast 5 min	☐	☐	☐	☐	☐	☐	☐
One Question 3 min	☐	☐	☐	☐	☐	☐	☐

WEEK 4 28 min	MON	TUE	WED	THU	FRI	SAT	SUN
Water 1 min	☐	☐	☐	☐			☐
Hawaiian Meditation 2 min		☐	☐	☐			☐
Body Tough Love 2 min		☐	☐	☐	☐		☐
Shower 10 min	☐	☐	☐	☐	☐	☐	☐
Breakfast 5 min		☐		☐	☐		
One Question 7 min		☐		☐	☐		

WEEK 5

35 min

	MON	TUE	WED	THU	FRI	SAT	SUN
Water 1 min	☐	☐	☐	☐	☐	☐	☐
Hawaiian Meditation 7 min	☐	☐	☐	☐	☐	☐	☐
Body Tough Love 2 min	☐	☐	☐	☐	☐	☐	☐
Shower 10 min	☐	☐	☐	☐	☐	☐	☐
Breakfast 5 min	☐	☐	☐	☐	☐	☐	☐
Only One 7 min	☐	☐	☐	☐	☐	☐	☐
One Question 3 min	☐	☐	☐	☐	☐	☐	☐

WEEK 6

37 min

	MON	TUE	WED	THU	FRI	SAT	SUN
Gratitude 2 min							
Water 1 min							
Hawaiian Meditation 7 min							
Body Tough Love 2 min							
Shower 10 min							
Breakfast 5 min							
Only One 7 min							
One Question 3 min							

WEEK 7 43 min	MON	TUE	WED	THU	FRI	SAT	SUN
Gratitude 2 min	☐	☐	☐	☐	☐	☐	☐
Water 1 min	☐	☐	☐	☐	☐	☐	☐
Hawaiian Meditation 7 min	☐	☐	☐	☐	☐	☐	☐
Body Tough Love 2 min	☐	☐	☐	☐	☐	☐	☐
Shower 10 min	☐	☐	☐	☐	☐	☐	☐
Breakfast 5 min	☐	☐	☐	☐	☐	☐	☐
Only One 7 min	☐	☐	☐	☐	☐	☐	☐
One Question 3 min	☐	☐	☐	☐	☐	☐	☐
12-Month Goals 6 min	☐	☐	☐	☐	☐	☐	☐

WEEK 8

47 min

	MON	TUE	WED	THU	FRI	SAT	SUN
Gratitude 2 min	☐	☐	☐	☐	☐	☐	☐
Water 1 min	☐	☐	☐	☐	☐	☐	☐
Hawaiian Meditation 7 min	☐	☐	☐	☐	☐	☐	☐
Body Tough Love 2 min	☐	☐	☐	☐	☐	☐	☐
Shower 10 min	☐	☐	☐	☐	☐	☐	☐
Breakfast 5 min	☐	☐	☐	☐	☐	☐	☐
Only One 7 min	☐	☐	☐	☐	☐	☐	☐
One Question 3 min	☐	☐	☐	☐	☐	☐	☐
12-Month Goals 6 min	☐	☐	☐	☐	☐	☐	☐
Relationship Note 4 min	☐	☐	☐	☐	☐	☐	☐